What is claimed is:

1. A method for effectively using network resources, comprising:

forwarding to a reception group the service corresponding to said reception group; and

upon a change in the cellular distribution of the reception group, deciding whether a subset of said reception group should receive said service via a unicast link or via a multicast link.

2. A method for effectively using network resources, comprising:

forwarding to a reception group the service corresponding to said reception group; and

upon a change in the composition of the reception group, deciding whether a subset of said reception group should receive said service via a unicast link or via a multicast link.

3. A method for effectively using network resources, comprising:

forwarding to a reception group the service corresponding to said reception group;

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selecting from among available cellular distributions for said reception group; and

deciding whether a subset of said reception group should receive said service via a unicast link or via a multicast link;

wherein said steps of selecting and deciding are performed upon a change in the physical location of a member of said group.

4. A method for effectively using network resources, comprising:

forwarding to a reception group the service corresponding to said reception group;

selecting from among available cellular distributions for said reception group; and

deciding whether a subset of said reception group should receive said service via unicast or via multicast;

wherein said steps of selecting and deciding are performed upon a change in the composition of the reception group.

5. A method for effectively using network resources, comprising:

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forwarding to a reception group the service corresponding to said reception group; and

upon a change in the cellular distribution of the reception group, deciding whether a subset of said reception group should receive said service via a unicast link or via a multicast link,

wherein said step of deciding further comprises determining the ideality of each option.

6. A method for effectively using network resources, comprising:

forwarding to a reception group the service corresponding to said reception group; and

upon a change in the composition of the reception group, deciding whether a subset of said reception group should receive said service via a unicast link or via a multicast link,

wherein said step of deciding further comprises determining the ideality of each option.

7. A system for effectively using network resources, comprising:

a memory having program code stored therein; and

a processor operatively connected to said memory for carrying out instructions in accordance with said stored program code;

wherein said program code, when executed by said processor, causes said processor to perform the steps of:

forwarding to a reception group the service corresponding to said reception group; and

upon a change in the cellular distribution of the reception group, deciding whether a subset of said reception group should receive said service via a unicast link or via a multicast link.

8. A system for effectively using network resources, comprising:

a memory having program code stored therein; and

a processor operatively connected to said memory for carrying out instructions in accordance with said stored program code;

wherein said program code, when executed by said processor, causes said

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processor to perform the steps of:

forwarding to a reception group the service corresponding to said reception group; and

upon a change in the composition of the reception group, deciding whether a subset of said reception group should receive said service via a unicast link or via a multicast link.

9. A system for effectively using network resources, comprising:

a memory having program code stored therein; and

a processor operatively connected to said memory for carrying out instructions in accordance with said stored program code;

wherein said program code, when executed by said processor, causes said processor to perform the steps of:

forwarding to a reception group the service corresponding to said reception group;

selecting from among available cellular distributions for said reception group; and

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deciding whether a subset of said reception group should receive said service via a unicast link or via a multicast link;

wherein said steps of selecting and deciding are performed upon a change in the physical location of a member of said group.

10. A system for effectively using network resources, comprising:

a memory having program code stored therein; and

a processor operatively connected to said memory for carrying out instructions in accordance with said stored program code;

wherein said program code, when executed by said processor, causes said processor to perform the steps of:

forwarding to a reception group the service corresponding to said reception group;

selecting from among available cellular distributions for said reception group; and

deciding whether a subset of said reception group should receive said service via

a unicast link or via a multicast link;

wherein said steps of selecting and deciding are performed upon a change in the composition of the reception group.

11. A system for effectively using network resources, comprising:

a memory having program code stored therein; and

a processor operatively connected to said memory for carrying out instructions in accordance with said stored program code;

wherein said program code, when executed by said processor, causes said processor to perform the steps of:

forwarding to a reception group the service corresponding to said reception group; and

upon a change in the cellular distribution of the reception group, deciding whether a subset of said reception group should receive said service via a unicast link or via a multicast link,

wherein said step of deciding further comprises determining the ideality of each option.

12. A system for effectively using network resources, comprising:

a memory having program code stored therein; and

a processor operatively connected to said memory for carrying out instructions in accordance with said stored program code;

wherein said program code, when executed by said processor, causes said processor to perform the steps of:

forwarding to a reception group the service corresponding to said reception group; and

upon a change in the composition of the reception group, deciding whether a subset of said reception group should receive said service via a unicast link or via a multicast link,

wherein said step of deciding further comprises determining the ideality of each option.

13. A method as in any of claims 1-6, wherein said deciding takes into account the bandwidth used and the spectral spectrum efficiency factor of each access system.

14. A system as in any of claims 7-12, wherein said deciding takes into account the bandwidth used and the spectrum efficiency factor of each access system.

15. A method as in any of claims 1-6, wherein said deciding takes into account the bandwidth used and the per-unit-cost of that bandwidth.

16. A system as in any of claims 7-12, wherein said deciding takes into account the bandwidth used and the per-unit-cost of that bandwidth.

17. A method as in any of claims 1-6, wherein said deciding takes into account the percentage of total available link bandwidth used and the percentage of terminals using the link that would be served by using the bandwidth.

18. A system as in any of claims 7-12, wherein said deciding takes into account the percentage of total available link bandwidth used and the percentage of terminals using the link that would be served by using the bandwidth.

19. A method as in any of claims 1-6, further comprising receiving a join indication from a terminal.

20. A system as in any of claims 7-12, wherein said processor additionally performs the step of receiving a join indication from a terminal.

21. The method of claim 19, wherein said join indication comprises a

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specification of the terminal's network interfaces.

22. The method of claim 19, wherein said join indication comprises a specification of the networks currently available to the terminal.

23. The method of claim 19, wherein said join indication comprises a specification of a desired start time for reception of transmissions.

24. The method of claim 19, wherein said join indication comprises a specification of a desired stop time for ceasing reception of transmissions.

25. The system of claim 20, wherein said join indication comprises a specification of the terminal's network interfaces.

26. The system of claim 20, wherein said join indication comprises a specification of the networks currently available to the terminal.

27. The system of claim 20, wherein said join indication comprises a specification of a desired start time for reception of transmissions.

28. The system of claim 20, wherein said join indication comprises a specification of a desired stop time for ceasing reception of transmissions.